



## MODIFIED SIGN PROGRAM P-11(D)

Development Services

**Planning Division**  
1635 Faraday Avenue  
(760) 602-4610  
www.carlsbadca.gov

PLANNING APPLICATION # \_\_\_\_\_  
REC'D BY \_\_\_\_\_  
DATE \_\_\_\_\_  
SIGN FEE \_\_\_\_\_  
SIGN PROGRAM FEE \_\_\_\_\_  
RECEIPT NO. \_\_\_\_\_

**APPLICANT MUST SUBMIT THE REQUIRED NUMBER OF COPIES OF THE PLANS (SEE BELOW), A COMPLETED APPLICATION FORM, AND THE APPLICATION FEE.**

**The application must be submitted prior to 4:00 p.m.**

Name of Project: \_\_\_\_\_

Address of Project: \_\_\_\_\_

Assessor Parcel Number: \_\_\_\_\_

Related Planning Case Number(s): \_\_\_\_\_

**Modified Minor and Modified Regular Sign Programs may establish standards for sign area, number, location, and/or dimension that vary from the standards of the Sign Ordinance – Chapter 21.41 as follows:**

- A sign program proposal that exceeds the standards of Chapter 21.41 by up to 15% shall require the approval of a Modified Minor Sign Program discretionary application by the city planner provided that all of the findings of fact listed in Section 21.41.060.H. of Chapter 21.41 of the Carlsbad Municipal Code (CMC) can be made.
- A sign program proposal that exceeds the standards of Chapter 21.41 by greater than 15% up to 30% requires the approval of a Modified Regular Sign Program discretionary application by the planning commission provided that all of the findings of fact listed in Section 21.41.060.H. of Chapter 21.41 of the CMC can be made.
- When calculating the permitted number of signs allowed by a modified sign program, if the calculation results in a fractional sign, then the fractional sign may be rounded up to the next whole number.

**The following information shall be submitted for each Modified Sign Program (MSP) application:**

- ☐ 1. A completed Modified Sign Program Explanation and Justification Form (attached);
- ☐ 2. Four (4) copies (**Modified Minor SP**); seven (7) copies (**Modified Regular SP**) of the proposed modified sign program (comprised of a minimum 8.5" x 11" bound document) which shall include:
  - ☐ a. A scaled drawing of the approved development plan;
  - ☐ b. North arrow and scale;
  - ☐ c. The location of property lines, rights of way, adjacent streets and sidewalks;
  - ☐ d. The location of existing or proposed on-site buildings, landscaped areas, off-street parking areas and vehicular access points;

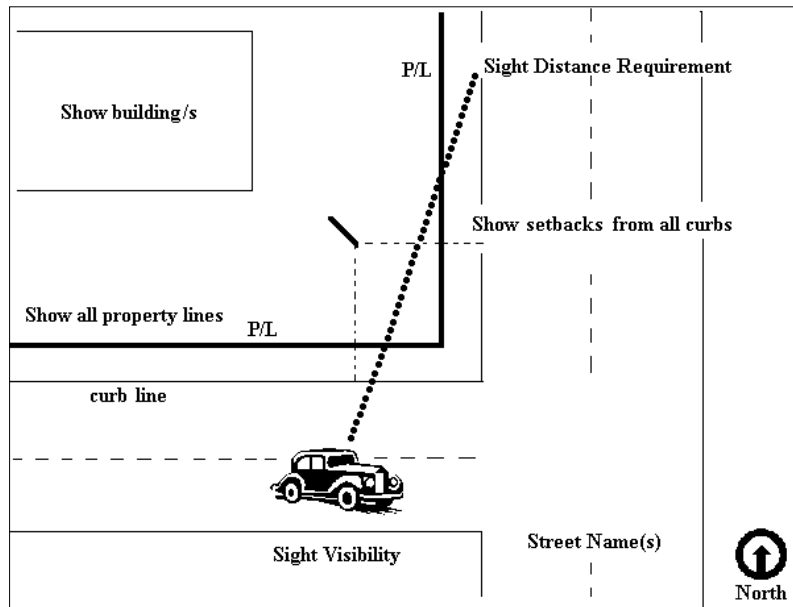
- ☐e. The location of all existing and proposed signs for the property showing the relationship to any building or structure to which it is proposed to be installed or affixed or to which it relates;
  - ☐f. The distance to the property line(s) for all proposed freestanding sign(s);
  - ☐g. An elevation for all existing and proposed sign(s) which specifies the following:
    - ☐ Dimensions and area for all sign(s);
    - ☐ Materials and colors the sign(s) will be constructed of;
    - ☐ Source of Illumination;
    - ☐ Proposed sign copy; and
    - ☐ Any structural information and plans necessary to ensure compliance with the latest adopted building code and electrical code.
  - ☐h. The number, size, type and location of all existing signs on the same building, lot or premises;
  - ☐i. Computation of the total number of signs, sign area for individual signs, total sign area and height of signs for each existing and proposed sign type;
  - ☐j. A materials board or sign sample that is an accurate representation of proposed colors, material and style of copy; and
  - ☐k. All sign programs must incorporate the provisions for substitution of noncommercial messages as specified in Section 21.41.025.A.2. of the Carlsbad Municipal Code.
- ☐3. Property Owners List, Addressed Mailing Labels and Radius Map
- a. **Property Owners List:** A typewritten list of the names and addresses of all property owners within a 300 foot radius of the subject property for a Modified Minor Sign Program and 600 foot radius of the subject property for a Modified Regular Sign Program (including the applicant and/or owner). The list shall include the San Diego County Assessor's parcel number from the latest assessment rolls.
  - b. **Addressed Mailing Labels:** Two (2) separate sets of mailing labels of the property owners within a 300 foot radius for a Modified Minor Sign Program or 600 foot radius for a Modified Regular Sign Program of the subject property. For any address other than a single-family residence, an apartment or suite number must be included. **DO NOT** provide addressed envelopes - PROVIDE LABELS ONLY. Acceptable fonts are: Arial 11 pt, Arial Rounded MT Bold 9 pt, Courier 14 pt, Courier New 11 pt, and MS Line Draw 11 pt. Sample labels are as follows:
 

<b>ACCEPTABLE</b> Mrs. Jane Smith 123 Magnolia Ave., Apt #3 Carlsbad, CA 92008	<b>ACCEPTABLE (with APN)</b> 209-060-34-00 MRS. JANE SMITH APT 3 123 MAGNOLIA AVE CARLSBAD CA 92008
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  - c. **Radius Map:** A map to scale not less than 1" = 200' showing each lot within a 300 foot radius of the subject property for a Modified Minor Sign Program or a 600 foot radius of the subject property for a Modified Regular Sign Program. Each of these lots shall be consecutively numbered and correspond with the property owners list. The scale of the map may be reduced to a scale acceptable to the City Planner if the required scale is impractical.

**NOTE:** When the application is tentatively scheduled to be heard by the decision making body, the project planner will contact the applicant and advise him to submit the **radius map, two sets of the property owners list and labels. The applicant shall be required to sign a statement certifying that the information provided represents the latest equalized assessment rolls from the San Diego County Assessor's Office.** The project will not go forward until this information is received.

## SITE PLAN REQUIREMENT FOR POLE, MONUMENT, AND FREESTANDING SIGN APPLICATIONS

Signs shall be designed and located so as not to interfere with the unobstructed clear view of the public right-of-way and nearby traffic regulatory signs of any pedestrian, bicyclist or motor vehicle driver. No sign or sign structure shall be placed or constructed so that it impairs the sight distance requirements at any public or private street intersection or driveway. All proposed pole, monument, and freestanding signs must be reviewed for potential sight distance and visibility issues. Additional information must supplement this application showing how the proposed signage will not encroach into the public right of-way or present a traffic hazard. **The image below is an example of what would be required for such proposed signs.**





### **MODIFIED SIGN PROGRAM EXPLANATION AND JUSTIFICATION**

- A. Please clearly explain what the proposed sign program modifications include (use additional sheets or exhibits if necessary).

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- B. A Modified Sign Program may be approved only if certain findings can be made. Please read these findings (from Section 21.41.060.H. of Chapter 21.41 of the Carlsbad Municipal Code) carefully and explain how the proposed project meets each of these findings. Use additional sheets if necessary.

1. Explain why the standards established by the modified sign program do not exceed any applicable rules or limits in the General Plan or Local Coastal Program.

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2. Explain why the modified sign program is necessary to ensure that signs are proportionate to and compatible with the number, size, height, scale and/or orientation of project buildings.

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3. Explain why the modified sign program is necessary to ensure the visibility of the overall development to pedestrians and motorists.

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4. Explain why the modified sign program is necessary to enhance the overall project design, and the aesthetics and/or directional function of all proposed signs.

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